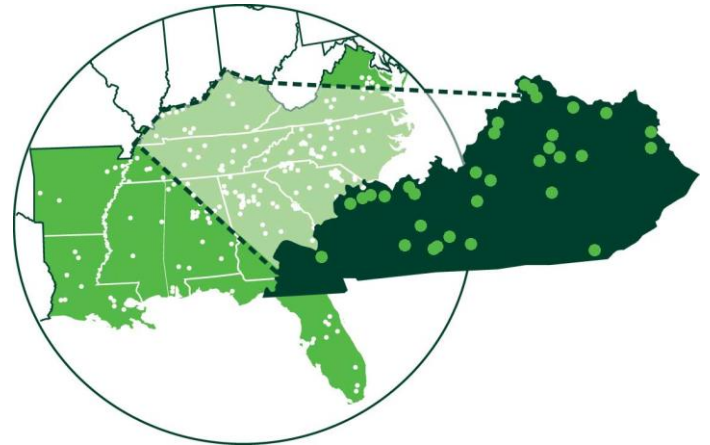


# ***Forming a State-Wide Recycling Organization (SRO)***

August 30, 2017

Jen Dabbs



# Sponsor Level Members

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CUSTOM POLYMERS, INC.  
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# SRO's can provide:

- Opportunities for recycling professionals to network
- The sharing of best management practices
- An information conduit for the State Recycling office
  - Improved communication between state officials and local government program operators
  - Earlier access to state initiatives and programs
- Opportunities to learn about new trends, facilities and new equipment
- Vendor marketing opportunities
  - This can be a revenue generator for the SRO.

# SERDC Region SRO's



**SERDC.org**

# A SRO is:

- Member driven
- Not limited by bureaucratic constraints
- Collective resource
  - Newsletter
  - Website
  - Events (Annual Conference, workshops, tours)

# SERDC Assistance

- Act as a fiscal agent during formation
- Event and newsletter logistics
- Marketing assistance for revenue development
- Program development for conferences and meetings
- Workshop series and Webinars partnership
- Advice/consult for website platforms, management tools, etc.

# Requirements

- A leadership team
- A point of contact (driver) to lead the team
- Way to meet and track progress (in person space, online conference line, etc.)
- Way to spread word, gather support
- Mission, vision and objectives

# Becoming Established

- Name: Coalition, Organization, Association, Partnership,
- Board and Committees based on objectives
- Non-profit incorporation
- By-Laws
- Member Drive
- Website
- Database for communication and member management (emails, newsletters, etc.)
- Goals for the year, building to a long-term plan



# Interested?

- Gather names
- Research other SRO's
- Set a meeting time and location
- Invite potential members



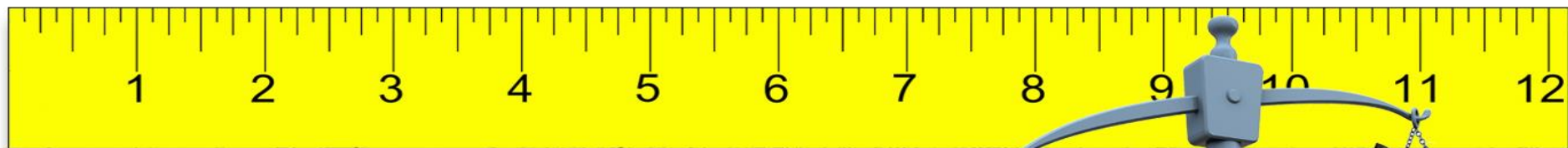


*Overcoming Obstacles: Strategies for Success*

# RECYCLING FORUM

ASHEVILLE, NORTH CAROLINA • NOVEMBER 8-9, 2017

# Measurement Matters



## Summit

Feb 27-March 1, 2018

Chattanooga, TN



# Contact Information



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